

Amendments to the Claims

Please replace the claims as filed with the claims set forth below. This listing of claims will replace all prior versions, and listings, of claims in the application:

1 1 . (Previously Presented) A communications network having multiple users
2 using an instant messaging (IM) application, wherein the users are viewing multiple
3 television programs, the network comprising:
4 a display device for each of the users;
5 plural display windows at the display device, the plural windows for
6 simultaneously displaying multiple content, wherein a first display window
7 displays a broadcast television program and wherein a second display window
8 displays content from the instant messaging (IM) application;
9 an IM server in communication with the display device for managing IM content
10 in the form of IM messages among the users, the IM server operated by an IM
11 service for receiving and sending the IM messages among the users; and
12 a separate survey server in communication with the IM server for receiving and
13 storing instant messaging content from each of the users, the instant
14 messaging content comprising IM messages sent among the users and a
15 program ID associated with each of the sent IM messages, the program ID
16 identifying the broadcast television program being viewed by each user, the
17 survey server for aggregating IM content including program IDs from the
18 users corresponding to the multiple television programs being viewed by the
19 users, so that IM content representing video programming activity of multiple
20 users viewing television programs can be tracked on a real time basis at the
21 server in order to reflect moment-by-moment the level of instant messaging
22 activity corresponding to multiple television programs being viewed by the
23 multiple users, and the survey server for generating reports on the tracked
24 programming activity that include data from the aggregated IM content;
25 wherein personal profile information for the users is entered at a profile screen on
26 the display device and is stored at the IM server in conjunction with managing

27 IM content, and wherein such personal profile information is provided from
28 the IM server to the survey server, so that programming activity being tracked
29 at the survey server can be associated with demographic information of the
30 users collected from the personal profile information, without the
31 demographic information having to be separately entered by users apart from
32 the IM application, and so that IM content representing programming activity
33 to be reported is provided to the survey server by the IM server rather than
34 being provided separately by the users.

1 2 . (Canceled)

1 3 . (Previously Presented) The network of claim 1, wherein the broadcast
2 television program is provided over one of a plurality of selectable television channels,
3 and wherein the display device is a television screen.

1 4 . (Previously Presented) The network of claim 1, wherein the instant
2 messaging content further comprises:
3 a personal ID associated with a user of the IM application.

1 5.-8 . (Canceled)

1 9 . (Previously Presented) The network of claim 1, wherein the instant
2 messaging content further comprises a selectable telephone communications display
3 element, and wherein a telephone communications line is established over the
4 communications network between the user at the display device and a remote user, when
5 the telephone communications display element is selected.

1 10 . (Previously Presented) The network of claim 9, wherein the telephone
2 communications line is connected at a telephone device separate from the display system,
3 and such telephone communications line uses the public switched telephone network
4 (PSTN).

1 11 . (Canceled)

1 12 . (Previously Presented) The network of claim 1, wherein a user at the
2 display device is a subscriber to a VDSL service, and wherein the VDSL service provides
3 telephone, television programming and internet access service to the subscriber over the
4 communications network.

1 13 . (Previously Presented) The network of claim 1, wherein television
2 programming is provided to the display device by a satellite television service.

1 14 . (Previously Presented) The network of claim 1, wherein television
2 programming is provided to the display device by a cable television service.

1 15.-16 . (Canceled)

1 17 . (Previously Presented) The network of claim 1, further comprising:
2 a set top box for each of the users for receiving the broadcast television program
3 and the program ID identifying the television program, wherein the IM
4 application captures the program ID at the set top box so that the program ID
5 identifying the broadcast television program being viewed by each user
6 changes when the television program being viewed by that user changes.

1 18 . (Previously Presented) The network of claim 1, wherein the display
2 device further includes a set up screen used by each of the users to set up an instant
3 messaging session, and wherein the program ID is entered by the user at the set up
4 screen.

1 19.-20 . (Canceled)

1 21 . (Previously Presented) The network of claim 9, wherein the programming
2 activity tracked at the survey server includes activity relating to the selection of the
3 telephone communications display element so that telephone activity between users is
4 included in the tracked programming activity.

22 . (Previously Presented) The network of claim 9, wherein keywords in IM
messages are tracked at the survey server, so that the occurrence of the keywords is included in
the tracked programming activity.